<u>Amendments to the Claims</u>:

1 – 7. (canceled).

8. (previously presented): A method comprising:

altering values representing a visual design to embed a plural-bit digital watermark

therein; and

applying the embedded visual design to physical media through changes to a pit-pattern

carried by the physical media, wherein the changes to the pit-pattern convey the visual design

including the digital watermark embedded therein.

9. (currently amended): The method according to claim 8, wherein the physical media

comprises one of at least a SACD, CD, DVD, laser disc, <u>or</u> ~~and~~ mini-disc.

10. (previously presented): The method according to claim 8, wherein said applying

comprises pit-signal processing.

11. (original): The method according to claim 8, wherein the digital watermark is

imperceptible in comparison to the visual design.

12. (original): The method according to claim 8, wherein the visual design comprises a

visual watermark.

13. (previously presented): Media including a plurality of pits, said media comprising:

a visual design formed by the plurality of pits; and

a plural-bit digital watermark embedded within the visual design through subtle changes to data representing the visual design.

14. (currently amended): The media according to claim 13, wherein the media comprises one of at least a SACD, CD, DVD, laser disc, **or** ~~and~~ mini-disc.

15. (original): The media according to claim 13, wherein varying pit locations of a subset of the plurality of pits embeds the digital watermark.

16. (original): The media according to claim 13, wherein the visual design comprises a visible watermark.

17. (original): The media according to claim 16, further comprising a watermark embedded within data stored on the media.

18-20. (canceled).

21. (previously presented): A method involving media comprising a first machine-readable digital watermark formed by pit placement on a data side of the media, said media further comprising a second machine-readable digital watermark embedded on a non-data side of the media, said method comprising:

receiving first optical scan data corresponding to the data side and second optical scan data corresponding to the non-data side;

decoding the first watermark and second watermark from the respective first and second scan data; and

linking to content related to the media through information carried by the first or second watermark,

wherein said first watermark is compared to the second watermark to authenticate the media.

22. (previously presented): The method according to claim 21 wherein the first and second optical scan data is generated by a digital camera.

23. (previously presented): The method according to claim 22, wherein said digital camera comprises electronic processing circuitry to execute watermark detection software instructions.

24. (previously presented): The method according to claim 21 wherein the pit placement comprises a visual design.

25.   (previously presented): A method to identify physical media comprising:

analyzing a visual pattern on the physical media through at least one of hashing and

fingerprinting of the visual pattern to derive a plural-bit identifier from the visual pattern itself,

wherein the visual pattern is provided with a pit-pattern arranged on or in the surface of the

media; and

identifying the physical media through said analyzing.

26. (canceled).

27. (previously presented): The method according to claim 25 wherein said plural-bit

identifier is used in said identifying to identify the physical media.

28. (previously presented): The method according to claim 27, wherein the plural-bit

identifier is used to index a database comprising information related to the physical media.

29. (currently amended): The method according to claim 28, wherein the physical media

comprises at least one of a SACD, CD, DVD, laser disc, **or** ~~and~~ mini-disc.

30. (canceled).

31. (previously presented): Optical storage media comprising:

a data side comprising a plurality of pits, wherein physical locations for a set of the pits are arranged to convey a graphic design or visual image, and wherein the graphic deign or visual image comprises a plural-bit digital watermark embedded therein through subtle changes to data representing the visual design, wherein the plural-bit digital watermark is detectable from a 2-dimensional image of the data side.

32. (previously presented): The optical storage media according to claim 31, wherein the digital watermark is imperceptible.

33. (previously presented): The optical storage media according to claim 31, wherein the digital watermark is a fragile watermark.

34. (previously presented): The optical storage media according to claim 33, wherein the digital watermark is a robust watermark.

35. (previously presented): The method according to claim 21, further comprising authenticating the media by successfully completing said linking.

36. (previously presented): A method comprising:

receiving optical scan data representing at least a portion of a data side of physical media, wherein the data side of the physical media comprises a machine-readable watermark formed through a pit pattern formed on or in the data side of the physical media;

decoding the watermark to obtain a plural-bit message;

linking to a remote resource using at least some information carried by the message, whereby successfully completing said linking authenticates the physical media.

37. (previously presented): A machine-readable medium comprising executable instructions stored thereon, said instructions comprising instructions carry out the method of claim 36.

38. (previously presented): The method of claim 36 wherein the pit pattern comprises pits and lands.

39. (previously presented): The method of claim 36 wherein the pit pattern comprises subtle changes to at least one of pits and lands.

40. (previously presented): A machine-readable medium comprising executable instructions stored thereon, said instructions comprising instructions carry out the method of claim 25.

41. (previously presented): A machine-readable medium comprising executable instructions stored thereon, said instructions comprising instructions carry out the method of claim 8.